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GOVERNMENT OF THE DISTRICT OF COLUMBIA
ALCOHOLIC BEVERAGE REGULATION ADMINISTRATION
ALCOHOLIC BEVERAGE CONTROL BOARD

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IN THE MATTER OF: :
Pub Crawl : Fact Finding Hearing
Applicants: Michael Bramson :
and Alex Lopez :
Date of Event: March 12, 2016 :
Event: Project DC Events, LLC :
The Shamrock Crawl :
Neighborhood: Multiple Licensed :
Premises :
Size of Event: 2600-2900 :
-----X

Wednesday, February 3, 2016

Whereupon, the above-referenced matter came on for
hearing at the Alcoholic Beverage Control Board, Reeves
Center, 2000 14th Street, NW, Suite 400S, Washington, D.C.
20009.

1 CHAIRPERSON:

2 DONOVAN ANDERSON, Presiding

3

4 BOARD MEMBERS:

5 RUTHANNE MILLER

6 NICK ALBERTI

7 MICHAEL SILVERSTEIN

8 JAMES SHORT

9

10 ALSO PRESENT:

11 MICHAEL BRAMSON,

12 On behalf of Project DC Events

13 ALEX LOPEZ,

14 On behalf Project DC Events

15 INVESTIGATOR KEVIN PUENTE

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1 P R O C E E D I N G S

2 CHAIRMAN ANDERSON: All right. We will now go
3 back to our regularly-scheduled agenda for the day. The
4 next matter on our agenda is the fact finding hearing for a
5 pub crawl, Michael Bramson and Alex Lopez, date of event
6 March 12, 2016, the Shamrock Crawl. Would the promoters
7 please appear?

8 Can you -- I see that you're signing your name on
9 the document in front of you. And can you please identify
10 yourself for the record, please?

11 MR. BRAMSON: Michael Bramson with Project DC
12 Events.

13 MR. LOPEZ: Alex Lopez with Project DC Events.

14 MR. PUENTE: Kevin Puente, P-U-E-N-T-E,
15 Investigator.

16 CHAIRMAN ANDERSON: All right. Thank you.

17 Mr. Bramson and Mr. Lopez, you have an
18 application in front of us. Can you give us some
19 information on this event? And just give us some
20 information on this event so the board can make a decision
21 whether or not it will approve or deny this matter.

22 MR. BRAMSON: This is our second annual Shamrock

1 Crawl in DC. We had this event last year. It's a typical
2 bar crawl. We have several participating bars. Guests go
3 from bar to bar. We have drink specials along the way.
4 Last year, to our knowledge, we had no incidents through --
5 the bars didn't find any. MPD didn't report any to us. So
6 it ran really smooth from our perspective and what we heard
7 from, you know, the police and the bars.

8 CHAIRMAN ANDERSON: Now, you are aware that the
9 board has issued emergency rulemaking on pub crawls. Are
10 you aware of that?

11 MR. BRAMSON: Yes.

12 CHAIRMAN ANDERSON: And can you just inform the
13 board, what action have you done in trying to comply with
14 some of the provisions within the emergency rulemaking?

15 MR. LOPEZ: One of the tougher things for us -- I
16 mean, I know we had to do it for Cupid's Bar Crawl -- was
17 trying to get the agreement for the litter plan signed for
18 you guys. I know part of the regulation is you guys want to
19 see copy of payment 72 hours after the event, but due to the
20 snowstorm -- we tried to contact the BID directly. I know
21 their law team is pretty much working with their lawyers to
22 find an agreement to present to promoters and the BID, since

1 they hire Block by Block.

2 We were also able to find a third-party private
3 company that does sidewalk cleaning but we -- we were
4 talking to Mr. Powell. He's going to send us something in
5 writing to just look over, and he's going to give us a quote
6 for Shamrock Crawl too. But just as a backup, we also have
7 another company that already sent us an agreement and a
8 quote for Shamrock as well.

9 MR. BRAMSON: So we'd like to work with the BID.
10 We think it'd be the most beneficial. So that way, you
11 know, they're kind of approving whether the streets are
12 cleaned or not, and it's their, I guess, vendor, the person
13 they use, which is Block By Block.

14 And the third party that Alex was talking about's
15 Extra Clean, Inc., which we have a copy here. And so if the
16 BID can get the contract work in place for not just us but
17 every company, that would be ideal. But if not, we do have
18 a backup, which is Extra Clean, Inc.

19 CHAIRMAN ANDERSON: All right. Mr. Puente, do
20 you have anything to add regarding this pub crawl
21 application?

22 MR. PUENTE: Yes. I checked all establishments.

1 They're all in good standing. None have settlement
2 agreements barring them from participation. You guys just
3 need to provide a security plan, things that the
4 participants get, what the hours are, the people you
5 anticipate.

6 MR. BRAMSON: So I think our wristband system
7 we've been using for the last three years has been a really
8 good one. So we have -- I mean, it's different colors per
9 event. I mean, this one could be green, or orange, or
10 whatever it may be, but it always has our company logo on
11 it. And that prevents people from just buying a whole bunch
12 of different colors throughout the year and just changing it
13 out. So no one sees those wristbands until the day of the
14 event. We'll take it to the bouncers at each bar, and show
15 them that this is the specific logo of the company or the
16 event, or whatever it may be, and then the color so that
17 they are aware. Each bar will have their bouncers checking
18 ID's. Our staff will just be wristband-ing while they check
19 the ID's.

20 MR. LOPEZ: And the hours are two to 10, I
21 believe. Two to 10:00.

22 MR. PUENTE: You expect number of business 2,700

1 to 3,300?

2 MR. BRAMSON: I think it was 32, but yeah.

3 MR. ALBERTI: Mr. Puente, what are you pointing
4 to?

5 MR. PUENTE: It would be page two of the --

6 MR. ALBERTI: Oh, yeah. It says 3,300. Yeah. I
7 see it. Thank you.

8 CHAIRMAN ANDERSON: Page what?

9 MR. ALBERTI: Page three.

10 MR. BRAMSON: We meant to do 32, but --

11 MS. MILLER: What do you mean 32?

12 MR. BRAMSON: Ours says 32 for some reason.

13 CHAIRMAN ANDERSON: No. The front page says 32,
14 but I guess the --

15 MR. BRAMSON: It's meant to be 32.

16 MR. ALBERTI: But the application says 29.

17 MR. BRAMSON: The application says --

18 MR. LOPEZ: -- number and the maximum number, our
19 maximum would be 32 and expected would be --

20 MR. ALBERTI: Well, that's not what your
21 application says. I can't approve something that's not on
22 your application.

1 MS. MILLER: Mine says both.

2 MR. ALBERTI: And I will urge --

3 MR. BRAMSON: It says on --

4 MR. ALBERTI: I will urge my board members not to
5 approve something that's not on your application.

6 CHAIRMAN ANDERSON: All right. Let me ask --

7 MS. MILLER: It's on mine.

8 CHAIRMAN ANDERSON: All right. Hold on. Hold
9 on. Hold on. Hold on, please.

10 MR. ALBERTI: Right. 29.

11 CHAIRMAN ANDERSON: Hold on.

12 MS. MILLER: -- says 32 --

13 CHAIRMAN ANDERSON: Hold on. Hold on. Hold on.
14 Hold on, everyone.

15 MR. ALBERTI: Okay. I see the maximum
16 underneath. I'm sorry.

17 CHAIRMAN ANDERSON: Can you clarify for the board
18 what are the numbers that you're asking for approval for,
19 please?

20 MR. BRAMSON: So we expect between 26 and 2,900
21 guests. That's what our previous experience the last three
22 years has told us will show up for this event. However,

1 we -- capacity-wise we talked to the board before of how to
2 cut off our system. So at 3,200 no more people can purchase
3 tickets, buy tickets onsite. That is a maximum amount of
4 wristbands that we will have.

5 MR. ALBERTI: I didn't see that small print. My
6 apologies.

7 CHAIRMAN ANDERSON: But the problem, though, with
8 that on page three of the application when it says number of
9 applicants, it does say 2,700 to 3,300. That's number -- on
10 page three --

11 MR. LOPEZ: -- the security plan.

12 CHAIRMAN ANDERSON: Above the security plan at
13 number three it says number of participants -- expected
14 number of participants is 2,700 to 3,300. There's an
15 inconsistency --

16 MR. BRAMSON: I apologize for that.

17 CHAIRMAN ANDERSON: -- between what's on the
18 front page and what's on the document. Do you see number
19 three?

20 MR. BRAMSON: I do see it.

21 CHAIRMAN ANDERSON: That's what the
22 inconsistency --

1 MR. BRAMSON: I apologize for that.

2 CHAIRMAN ANDERSON: -- and brought that to your
3 attention. Okay.

4 MR. PUENTE: Do you guys plan to be there for the
5 entire event?

6 MR. BRAMSON: Yes.

7 MR. LOPEZ: Yes.

8 MR. PUENTE: And will you provide a contact
9 number for us to call in case of issues?

10 MR. BRAMSON: Yes, we'll provide two.

11 MR. PUENTE: Do you know how many staff you guys
12 plan to have working this event?

13 MR. BRAMSON: Last year this event had about 50,
14 50 Project DC staff.

15 MR. LOPEZ: It also depends on the numbers. So
16 if we undersell and it's 1,500 tickets, then of course we
17 would have less.

18 MR. PUENTE: That's all I have, sir.

19 CHAIRMAN ANDERSON: Questions by the board
20 members?

21 MR. SHORT: I have one.

22 CHAIRMAN ANDERSON: Yes, Mr. Short.

1 MR. SHORT: Good afternoon, gentlemen.

2 MR. BRAMSON: Good afternoon.

3 MR. SHORT: Explain to me again what you've done
4 as far as the litter plan goes, and how you follow the new
5 rulemaking that's governing pub crawls now. Step by step
6 tell me what you've done.

7 MR. LOPEZ: So I had a conversation with
8 Mr. Powell for, like, a good 30 minutes just trying to
9 brainstorm the best way and the most efficient way to
10 actually, like, you know, quote something like that. And I
11 know one of the things that they've come up with at the BID
12 is charging the promoter per bar. So if a promoter's
13 utilizing 10 par -- 10 bars, each promoter's going to be
14 paying 150 bucks per bar for cleanup. So it would be a
15 thousand 500 bucks that the promoter would be paying for the
16 sidewalk cleaning post the event. So stuff like that is one
17 thing that we've done. We've also obviously was trying to
18 find --

19 MR. SHORT: How did that affect you bringing us a
20 contract? We're not talking about the particular bars or
21 vendors. What are you going to do to make sure the trash is
22 cleaned up?

1 MR. LOPEZ: We would have a contract with them
2 directly. One of the things we're also going to do is
3 following the event we would actually go and -- there would
4 be, like, a head person, especially for Extra Clean
5 Incorporated, there would be, like, a manager and a foreman
6 that would be in charge of the cleanup post -- post event.
7 So one of the things we're going to do, especially right off
8 the bat if we do decide to go with Extra Clean, is we would
9 actually have a presence post the event to talk to the
10 manager and to talk to the foreman just to make sure that
11 the sidewalks and the streets are clean in front of the
12 participating establishments.

13 MR. SHORT: Okay. Now keep on going. What else
14 have you done besides that?

15 MR. LOPEZ: Besides that we've talked to MPD,
16 emailed MPD about the Shamrock Crawl already just to say
17 that, "Hey, we're thinking of doing a Shamrock Crawl on
18 March 12, and these are the hours; these are the
19 establishments."

20 MR. SHORT: Do you understand that the rulemaking
21 states that you have to go a little further than that? What
22 did the rulemaking say you have to do, or have you read it?

1 MR. BRAMSON: No, we have. I mean, we started
2 off with the letter and we still have enough time. We do
3 want to meet with him, but on his schedule. I mean, when we
4 emailed him -- we're hopefully waiting for a response. If
5 not, we'll reach back out to him. So that's -- I mean a lot
6 of the regulations, we're one of the only companies that
7 followed the majority of them so -- I mean, our security
8 plan has always been, you know, a model for --

9 MR. SHORT: I'm not talking about security plans.
10 Let's continue to talk about the litter. Have you followed
11 everything that's been demanded now of --

12 MR. LOPEZ: Yes, I mean --

13 MR. SHORT: -- pub crawls?

14 MR. LOPEZ: -- according to the 120-day rule, we
15 have 10 days before the event to submit it. However, we've
16 already reached out and have two potential contractors.
17 We'd love to work the ones BID does. That way everyone is
18 content with the job they're doing.

19 MR. SHORT: Have you talked with DPW?

20 MR. LOPEZ: We've reached DPW. I mean it was --
21 it was very tough for us to get a phone call back just due
22 to the storm removal that they had to do. And it wasn't

1 until a few days ago that Mr. Williams finally called us
2 back apologizing because they were just very, very slammed
3 with the snow. But with that, I mean, just talking to
4 Mr. Powell, they do hire a company and have a contract with
5 Block By Block, and that's who the BID directly hires.

6 MR. SHORT: But you still had to have a signoff
7 from DPW, along with the BID, of whomever else you're going
8 to use, correct, something that you had to give to us that's
9 already signed and we know that the trash will be cleaned
10 up, instead of -- so we won't have to have someone here, not
11 you or any pub crawl, saying well, we thought we had this,
12 we thought we had that, we thought the police department
13 knew, we thought we called somebody, we sent an email, we
14 did all these things. That's the reason why we're saying
15 now we want a signature that somebody knows and somebody has
16 approved that you're going to have those numbers of people
17 on the street.

18 MR. LOPEZ: I did call DPW directly, and they
19 told me that he didn't believe that they were the right
20 company for this and DPW provides trash cans, trash bags for
21 the community. But when it comes to sidewalk or street
22 cleaning, they would not be the right company to do this for

1 us.

2 MR. SHORT: I didn't say it was the right
3 company. We said we want it cleaned up, a plan that's
4 acceptable to DPW.

5 MR. BRAMSON: And we have two potential companies
6 that both do what I feel like the board and the BID and the
7 community wants.

8 MR. SHORT: So when are you going to submit those
9 to DPW?

10 MR. BRAMSON: I mean, we have -- I mean, as soon
11 as possible once we figure out -- if the BID says they won't
12 be able to do it for the Shamrock Crawl, then we go with
13 Extra Clean, who has a contract ready for us. And the
14 minute we have that -- but we don't want to sign a contract
15 with them until we know we get approved, otherwise we're out
16 that money.

17 MR. SHORT: And we don't want to sign for a pub
18 crawl until we know DPW and your contract are on the same
19 page. So that's up to you to do the ground work to make
20 sure that that happens.

21 MR. BRAMSON: I mean, we're ready. We have a
22 contract in place. It's just a matter of submitting it.

1 So, I mean, I think I -- I believe that the new ruling was
2 we have 10 days before the event to submit that. Obviously
3 we want to submit that way in advance, but we have made the
4 necessary steps. We have reached out to these litter
5 removal companies.

6 MR. SILVERSTEIN: You have a contact --

7 CHAIRMAN ANDERSON: Hold on. Hold on. Hold on.

8 Are you done, Mr. Short?

9 MR. SHORT: I'm finished. Thank you.

10 CHAIRMAN ANDERSON: Mr. Silverstein?

11 MR. SILVERSTEIN: You have a contract in place
12 with whom?

13 MR. BRAMSON: We had a contract in place if Cupid
14 would have been ready to go.

15 MR. SILVERSTEIN: With?

16 MR. BRAMSON: For the Cupid Bar Crawl, the one
17 that we would have had this past weekend or this weekend.

18 MR. SILVERSTEIN: With whom?

19 MR. BRAMSON: So we have -- it's per event, so
20 now we would go on to the --

21 MR. SILVERSTEIN: But with whom did you have this
22 contract in place?

1 MR. BRAMSON: Extra Clean, Inc., and we have --

2 MR. SILVERSTEIN: I'm sorry?

3 MR. BRAMSON: Extra Clean, Inc. We have a
4 contract here.

5 MR. SILVERSTEIN: And you're going to be doing
6 these as a contingency that you're signing these, that if
7 these are approved, then this is what you will do? Is
8 that -- is that how you're doing these? I mean --

9 MR. BRAMSON: Right. So for instance, for
10 Cupid's Bar Crawl, they did have a little clause that says,
11 "Cleanup will not take place until license is approved and
12 the agreement is signed and accepted." So it's contingent
13 on whether we got an approval from the board. But we
14 already established a relationship with Extra Clean,
15 Incorporated. So I --

16 MR. SILVERSTEIN: Would you present that to us?
17 Can we see that?

18 MR. BRAMSON: Yeah. I --

19 MR. SILVERSTEIN: I'd like to see what's in it.

20 MR. BRAMSON: -- to Ms. Walker.

21 MR. SILVERSTEIN: Sure. She can just give us a
22 copy.

1 MR. BRAMSON: So we had established a
2 relationship with them already. I mean, we explained to
3 them how the event works, what establishments are
4 participating, and what kind of cleaning services we were
5 looking for and -- like Mike said, we definitely want to
6 work with the BID since the BID has a great relationship
7 with Block By Block. So we're waiting for Mr. Powell to
8 give us an update on that for Shamrock.

9 CHAIRMAN ANDERSON: Do I have any other questions
10 by any other board members?

11 MS. MILLER: I do, yeah.

12 CHAIRMAN ANDERSON: Yes, Ms. Miller.

13 MS. MILLER: I just want to follow up on this
14 trash issue, since this is a new issue basically. Did you
15 say that ideally you want a contract with the cleaning
16 company that the BID uses?

17 MR. BRAMSON: Correct.

18 MS. MILLER: Okay. Do you know the name of that
19 company?

20 MR. BRAMSON: Block By Block.

21 MS. MILLER: Block By Block. Okay. And what's
22 the status of your getting that contract?

1 MR. BRAMSON: So the BID is making a contract
2 with them so -- and I guess -- I'm assuming that any bar
3 crawl company at that point could easily sign up with them.
4 But according to the BID, they want to make sure -- they're
5 sending up their legal team to make sure that it's -- that
6 there's no way for us to get out of it if we don't do it or
7 so forth. That was my understanding of it.

8 MS. MILLER: Does it sound like they're going to
9 have the con -- they're going to have a contract and you're
10 going to contract with them? Is that it?

11 MR. LOPEZ: We -- initially when we were doing
12 our research to find a company to do this for us, just to do
13 the service, I called DPW and they gave us information for
14 Block By Block and -- I was like, "Who does the BID's
15 sidewalk cleaning?" And he said they're called Block By
16 Block. So initially I called Block By Block, but they have
17 an agreement with the Golden Triangle BID, and I guess it's
18 like an exclusive agreement to be, like, the only company
19 that, you know, the Golden Triangle BID works. So at that
20 point I had to call Mr. Powell, and I'm like, "Would it be
21 okay if we, you know, obviously hire Block By Block to do
22 our litter plan, and obviously they'd do the cleaning for

1 us?" At that point Mr. Powell was just like, "Well, we have
2 an agreement with them that, unfortunately you guys cannot
3 use them, unless it's through us."

4 MS. MILLER: Okay.

5 MR. LOPEZ: And with that, I mean, Mr. Powell's,
6 you know, obviously created an agreement with their law
7 team, with their legal team to, obviously, be like not
8 necessarily the middle person, but, obviously, we, the
9 promoter, we would work with the BID directly to have Block
10 By Block be the company that handles cleaning.

11 MS. MILLER: Okay. So are all your pub crawls in
12 the Golden Triangle?

13 MR. BRAMSON: We've -- well, beside --

14 MS. MILLER: I know this one is, which is what
15 we're talking about but --

16 MR. BRAMSON: The majority are. We had one in --
17 in U Street last year.

18 MS. MILLER: Okay. So I was just curious. If
19 you were researching trash companies or whatever, do you --
20 did you research who cleans up after the parades? You know
21 how people come right after the parade and clean up? I
22 don't know whether that was --

1 MR. BRAMSON: We weren't able to find who that
2 was.

3 MS. MILLER: Okay.

4 MR. BRAMSON: We have -- we have trouble --
5 difficulty locating a trash removal company that would work
6 specifically in that area. Clean, Inc. and Block By Block
7 were the two that came up most often.

8 MS. MILLER: And would you have to use the one
9 that the BID wants? I mean, I can see how that's
10 probably -- ideally you want to deal with that neighborhood.
11 You want the neighborhood to be happy or whatever. But is
12 that the case, you know, you're not even going to consider
13 Clean whatever it is, Clean up --

14 MR. BRAMSON: We would get back the proposal and
15 see exactly what they're offering, the cost, and then even
16 possibly try Clean, Inc. If that doesn't work out or the
17 BID's not satisfied, then maybe switch. We thought we would
18 get at least one bar crawl to try Clean, Inc. before the BID
19 got their contract together with Block By Block. So we were
20 planning on using them at least one time before --

21 MS. MILLER: Right. But if the BID is ready, are
22 you basically going to go with the BID, or you don't know

1 yet? You're going to look at the prices?

2 MR. BRAMSON: Look at the prices, look what they
3 kind of both offer.

4 MS. MILLER: Okay. Oh, this other group, have
5 they done these type of cleanups?

6 MR. LOPEZ: Yeah. They haven't done it in the
7 Golden Triangle, but they've done it in different areas.

8 MS. MILLER: Like what? I mean, have they done
9 pub crawls in different areas or --

10 MR. LOPEZ: They have not done pub crawls, no.

11 MS. MILLER: They have?

12 MR. LOPEZ: No, no.

13 MS. MILLER: What have they done that's somewhat
14 analogous?

15 MR. LOPEZ: I mean, they've done like -- I guess,
16 like, festivals. They've done, I mean, like, commercial
17 street cleaning and stuff like that.

18 MS. MILLER: Okay.

19 MR. LOPEZ: But they haven't necessarily done
20 stuff outside -- I mean, after a bar crawl. I pretty much
21 had to explain what a pub crawl was to them. But ultimately
22 I said it was sidewalk cleaning outside of commercial

1 establishments.

2 MS. MILLER: And who recommended them?

3 MR. LOPEZ: We pretty much did a lot of research
4 on who will and we had a conversation with them, and they
5 were -- they had experience. They had a staff able to
6 accommodate people on Sundays to do cleanings for us. So --

7 MS. MILLER: Okay. All right. Good. All right.
8 Thank you very much.

9 CHAIRMAN ANDERSON: Mr. Alberti?

10 MR. ALBERTI: Thanks for coming, guys. So let's
11 go back to sort of backtrack a little bit. So what do you
12 get -- how much is the cost, and what do you get for your
13 price of admission?

14 MR. BRAMSON: Cost is from \$10 to \$20. It just
15 ranges how early you purchased your ticket. You receive a
16 wristband. You receive an event mug, and that grant -- and
17 the mug really is just more for -- for show and you can use
18 it to get drinks if you want. A lot of people just leave
19 the mugs. They don't really care for the mugs. That's why
20 wristbands are the most important thing, and wristbands get
21 you drink specials, gets you access into the bars.

22 MR. ALBERTI: Okay. Will the bars use the mug in

1 lieu of their own glassware?

2 MR. BRAMSON: They do, but they always make
3 people empty out their -- a bouncer stands at the door and
4 makes people empty out their glasses. I know we showed you
5 our mugs in the past, but they're clear. I mean, they're
6 not clear. They're green, but transparent.

7 MR. ALBERTI: Translucent. Okay.

8 Do you get free admission to places that have
9 cover charge?

10 MR. BRAMSON: That have a cover charge, yes. A
11 lot of those places don't have a cover charge, but the ones
12 that do.

13 MR. ALBERTI: The ones that do. And after 10
14 p.m. what do you get?

15 MR. BRAMSON: Nothing.

16 MR. ALBERTI: Nothing. You don't get any special
17 entrance to the establishment. All right. Just checking.

18 How are you going to manage -- how do you manage
19 to limit your sales of tickets?

20 MR. BRAMSON: Our ticket merchant. We're able to
21 cap the number of tickets sold per event. Now, dealing with
22 door up sales, which I know was an issue last time is how do

1 you control a hundred people coming in to buy a ticket the
2 day of --

3 MR. ALBERTI: Yeah.

4 MR. BRAMSON: It's based on our wristbands. So
5 our limit is -- we cap our online capacity so we can say we
6 only want to sell -- out of 2,900 tickets, we only want to
7 sell 25. So then we'll allot 400 for day of, which is just
8 wristbands. So we don't -- that's all we have. After that
9 last wristband is given out, that's it. If one of our staff
10 members happens to mess up a wristband, that's it. I mean
11 that's all we have.

12 MR. ALBERTI: And you will sell no more than
13 3,200 tickets?

14 MR. LOPEZ: No more.

15 MR. BRAMSON: No more.

16 MR. ALBERTI: You have three check-in locations;
17 is that correct?

18 MR. BRAMSON: Yes, sir.

19 MR. LOPEZ: Yes.

20 MR. ALBERTI: I went to your website. Where are
21 you selling your tickets? Have you started selling your
22 tickets yet?

1 MR. BRAMSON: We have not.

2 MR. LOPEZ: We have not, no.

3 MR. ALBERTI: You have sold no tickets yet?

4 MR. BRAMSON: We've sold zero tickets.

5 MR. ALBERTI: Okay. Where are you selling your

6 tickets?

7 MR. BRAMSON: It's through our website,

8 shamrockcrawl.com. It's through Ticket Socket is our ticket

9 merchant. They're kind of like Eventbrite.

10 MR. ALBERTI: So it's not Project DC Events?

11 MR. LOPEZ: No. That's our -- that's our company

12 website.

13 MR. ALBERTI: Right, right. What is your

14 website?

15 MR. BRAMSON: Each of our -- each event -- I mean

16 that's our company --

17 MR. ALBERTI: Sure. No, no. Okay. Fine. What

18 is your --

19 MR. BRAMSON: Our website would be

20 theshamrockcrawl.com.

21 MR. ALBERTI: Okay. I just found a -- I was just

22 curious because it doesn't -- even your corporate one

1 doesn't point you there.

2 MR. LOPEZ: We haven't done anything to the
3 Shamrock yet. We haven't launched.

4 MR. ALBERTI: I know your Cupid's there. So this
5 is the only place that you're selling tickets through?

6 MR. BRAMSON: We also have sold in the past
7 Living Social and Groupon.

8 MR. ALBERTI: I didn't ask in the past. This
9 time.

10 MR. BRAMSON: We haven't decided. We probably
11 would launch on those. What we do with them is we normally
12 cap it, and those could be redeemed on our website. So if
13 you -- for example, if you buy a Living Social ticket,
14 you'll get a redemption code number and you have to register
15 on our website.

16 MR. ALBERTI: Shamrock Crawl --

17 MR. BRAMSON: The Shamrock Crawl.

18 MR. ALBERTI: Yeah. The Shamrock Crawl. Yeah.
19 And it's got your corporate logo there. The event -- you
20 have the wrong date here. You've got March 14.

21 MR. LOPEZ: Yeah. It hasn't been updated yet.

22 MR. ALBERTI: All right. Cool. Gotcha. I'm

1 easily confused. Sorry.

2 Okay. While I continue to look at that, I'm a
3 little curious about your proposed contract. This is Cupid
4 Bar Crawl. Is this going to be similar to the Shamrock?

5 MR. BRAMSON: Same. It would just be to switch
6 the name out.

7 MR. ALBERTI: All right. So that will allow me
8 to ask questions then. The one that you had in place for --
9 did you have this in place for Cupid?

10 MR. BRAMSON: If we would have gone through with
11 it, yeah.

12 MR. ALBERTI: If you had gone through -- all
13 right. How would they know where to clean up? It
14 doesn't -- it doesn't tell me -- your contract doesn't tell
15 you what you're cleaning up. It says, "in front of each
16 establishment." We made it clear several weeks ago, I
17 thought, that we were expecting more than just the front of
18 the establishments. I wouldn't accept this as an individual
19 board member. I don't know how the rest of my board members
20 feel or their views. I wouldn't accept this as sufficient.
21 There's a huge -- there's a huge hole here to jump through.

22 MR. LOPEZ: And like I mentioned, we'd love to

1 work with the company that the BID pretty much tells -- this
2 is -- I mean the BID's done this so many times after bar
3 crawls and cleaned up on the promoter's behalf that they
4 would know more than a company that's never cleaned up after
5 a bar crawl. So that's how we're -- we're -- we're, you
6 know, encou -- you know, in talking to Mr. Powell about
7 getting this in place. And I know we have more time.

8 MR. ALBERTI: This doesn't say, you know, a
9 distance from the bars, the block, anything. That's not --

10 MR. LOPEZ: This is the contract they sent us and
11 we're still -- I mean, we're still new to this process in
12 terms of the cleaning, and we're trying to -- trying to get
13 it in place, but --

14 MR. ALBERTI: All right.

15 MR. LOPEZ: I know technically we have a little
16 more time, but we just wanted to submit -- show you
17 something today.

18 MR. ALBERTI: All right. Well, that's -- well,
19 I'm telling you it's not sufficient for me.

20 MR. BRAMSON: Most of your questions --

21 MR. ALBERTI: It has to be much more specific as
22 to what's expected of the clean-up company.

1 MR. BRAMSON: Working with the Golden Triangle
2 BID's going to pretty much give us a better idea as to,
3 like, what exactly Block By Block does after an event or
4 every Sunday after like a busy, busy night.

5 We acknowledge that perhaps Block By Block may be
6 a little bit more costly than this company, but I feel like
7 they already know exactly what to clean and what to look for
8 and all that -- all that stuff too, which is the reason that
9 we're actually waiting for Mr. Powell to just finalize that
10 agreement so we can see exactly what needs to be done and
11 what needs to be cleaned post an event.

12 MR. ALBERTI: And if -- so you're in a precarious
13 situation. I mean, if Mr. Powell doesn't come through and
14 this isn't sufficient, you could schedule -- if you got
15 approval, you could schedule a bar crawl that wouldn't go
16 forward because of the lack of an agreement.

17 MR. LOPEZ: Right.

18 MR. ALBERTI: Well, I think it's woefully
19 insufficient. It doesn't even tell you the areas in front
20 of the establishment what's expected to be cleaned up, how
21 far in front. It's just woefully lacking in details.

22 So I'm back here on your website, and can you

1 tell me -- you -- on your application in your write-up you
2 say, "Our website encourages the use of public
3 transportation, designated driver. The following language
4 can be found at our website, quote, don't drink and drive.
5 Have a designated driver ready," etcetera, etcetera. Can
6 you tell me where on your website I would find that?

7 MR. LOPEZ: There's four -- there's four dif --
8 it's -- are you still on the Shamrock website?

9 MR. ALBERTI: Oh, yeah. So it's event info?

10 MR. LOPEZ: We have four different tabs. We have
11 FAQ's --

12 MR. ALBERTI: Oh, is it there?

13 MR. LOPEZ: Yeah.

14 MR. ALBERTI: Okay. I see it now.

15 MR. BRAMSON: And we also put it --

16 MR. ALBERTI: It's not exactly that wording, but
17 you've got -- all right.

18 MR. BRAMSON: And we also put it on the -- the
19 participants also get a route map in their mugs when they
20 pick up their wristbands, and on that we have that language
21 as well. We list all the bars. We list our number to
22 contact if there's an emergency.

1 MR. ALBERTI: Okay. How many volunteers do you
2 have?

3 MR. BRAMSON: Depending on the max number,
4 between 30 and 50.

5 MR. ALBERTI: And what will the function of
6 volunteers be?

7 MR. BRAMSON: Checking people in, walking around
8 making sure that people know which bars to go to. I mean,
9 you'd be surprised how many people get confused and not know
10 where to go. They have a shirt they usually wear, either
11 bright green or bright yellow, something to stand out, says
12 staff on it. And they just kind of walk around and help
13 people out and get everyone checked into the bars. They're
14 not -- I mean, they -- the security handles security for
15 each specific establishment.

16 MR. ALBERTI: So what if they -- are they
17 instructed to contact someone if -- are they instructed to
18 look for things that might be amiss?

19 MR. BRAMSON: Yes. I mean, they do work --
20 especially the ones at the registration bars that are, like,
21 checking people in, they're always looking for -- for
22 anything to report to the -- we have a great relationship

1 with the bouncers and security at each bar. So they're on
2 the lookout for that.

3 MR. ALBERTI: Looking for what?

4 MR. BRAMSON: I mean, we've caught -- we've --
5 we've informed bouncers when people are having little
6 bottles of -- those little airplane bottles in their pockets
7 and stuff that we see flat out like -- you know, we warn
8 them. Some people do show us ID's, you know. We don't
9 check them; but if they look fake, we'll kind of give the
10 bouncer a little nod. You know, if --

11 MR. ALBERTI: But what about -- but those all
12 right the -- I mean, I think you're talking about the
13 check-in sites. What about the other sites?

14 MR. BRAMSON: I mean someone's extre -- I know
15 last half that we find people that are extremely intoxicated
16 and let the staff know, like, these people -- there's
17 someone in the bathroom that's just like -- doesn't look
18 right or shouldn't be served anymore. That's happened many,
19 many times.

20 MR. ALBERTI: Will the volunteers be allowed to
21 partake of alcoholic beverages while they're on duty?

22 MR. BRAMSON: Not while they're on duty. When

1 they're off.

2 MR. ALBERTI: I have no further questions right
3 now.

4 CHAIRMAN ANDERSON: Yes, Mr. Silverstein?

5 MR. SILVERSTEIN: Yeah. I just -- I just want to
6 stress and underscore some of the things that my colleague,
7 Mr. Alberti, has said, especially regarding the
8 insufficiency of this -- of this cleaning proposal. There
9 were thousands of dollars of damage done over Halloween to
10 the tree boxes and plantings along Connecticut Avenue and in
11 those areas, and they have to be cleaned. That has to be a
12 part of it.

13 The other thing is that by its very nature a pub
14 crawl involves people going from place to place. Often we
15 encourage them to consume food so that they don't get
16 totally drunk. And as such, they're going to be littering
17 along the way. And the idea that you're simply going to be
18 cleaning in front of a bar is insufficient, because the true
19 concern here is that there are stores there that are
20 operating and would like to have a clear sidewalk. So if
21 you're going to be operating in an area and your people are
22 going to be walking in an area, you have to clean that whole

1 area. This is not -- you know, we're not doing this to be
2 draconian. We just want the area to be a little cleaner
3 than it was when the event starts.

4 MR. LOPEZ: I agree.

5 MR. BRAMSON: We will work on that.

6 MR. SILVERSTEIN: Nothing further.

7 CHAIRMAN ANDERSON: Yes, Mr. Short?

8 MR. SHORT: Getting back to DPW, can you put on
9 for the record, who did you contact at DPW?

10 MR. LOPEZ: David Williams.

11 MR. SHORT: And what is -- what is his position
12 at DPW?

13 MR. LOPEZ: He's, I guess, like, one of the
14 managers in charge of, I guess, community cleanups. I
15 mean --

16 MR. SHORT: Are you sure of that, or are you --

17 MR. LOPEZ: That was the contact.

18 MR. BRAMSON: We can check, though.

19 MR. SHORT: While you're looking, I'd just like
20 to say I, as a board member -- I can't speak for the other
21 board members, but I want to see something official from DPW
22 that you have turned in a plan that is workable with them,

1 and they're amenable to sending back here to ABRA and this
2 board that your cleanup plan is great and that the persons
3 that you've got the contract with is okay with them. Not a
4 phone call. A phone call won't do it. We want something
5 official from DPW that you've met with them, you have
6 applied with them, you've shown them your contract. The
7 contracts you showed us today, did anybody from DPW see
8 them?

9 MR. LOPEZ: We filled out an application. I
10 guess DPW works with the Helping Hands -- I guess it's,
11 like, Helping Hands Neighborhood Cleanup.

12 MR. SHORT: You filled that out where?

13 MR. LOPEZ: We filled it out -- it was emailed to
14 Ms. Walker and Ms. Jenkins, I believe; and pretty much a
15 week later DPW called us and said that we received your
16 application, but we're not the right company for whatever
17 you guys need for this. So at that point, that's when they
18 reached out and said you guys should try Block By Block.

19 MR. SHORT: I think maybe we have a communication
20 situation here, because we don't want DPW to clean up for
21 you. You're gonna find a company to do it, but you're gonna
22 give that plan to DPW, and let them know that if you're ever

1 granted a pub crawl license that DPW won't have to worry
2 about going and cleaning behind the people that you hired to
3 clean up.

4 So the bottom line is if DPW's on board, I'm
5 really on board.

6 MR. LOPEZ: Okay.

7 MR. SHORT: It costs the city a lot of money to
8 keep all the streets clean, and -- and also I'd like you to,
9 if you would, think about this, maybe on your website when
10 you're talking about this safe driving and don't, you know,
11 drink and drive, you might want to tell the folks who are
12 coming don't step in the planters or the street boxes; don't
13 tear up the trees on the street; walk in the crosswalks.
14 All of those public safety issues come up, and that's why so
15 many police officers had to be called in that normally
16 aren't called in. It's costly. And we're for good
17 business, and we're for good businesspeople, but also we
18 want it to be done safely. Public safety is one of the
19 number one things I'm concerned with on this board, along
20 with the alcohol consumption and sale and service in the
21 city.

22 So when you get all of those things done, and

1 that in your contract the planters won't be torn up, the --
2 all of the nice trimming and bushes along Connecticut Avenue
3 are still in the same kind of position, that's the kind of
4 business that we want to promote in Washington D.C., not the
5 opposite.

6 MR. LOPEZ: No problem.

7 MR. SHORT: Thank you, Mr. Chair. That's all I
8 have.

9 MR. ALBERTI: I have just --

10 CHAIRMAN ANDERSON: Yes, Mr. Alberti?

11 MR. ALBERTI: So, again, I'm easily confused, and
12 I apologize for that. But we have another application
13 coming before us today, and I just noticed -- I haven't
14 really thoroughly examined the list of establishments, but
15 there is some overlap. At least I have the Mad Hatter on
16 both, Irish Whiskey on both. So what's your -- all right.
17 Now, you know -- you're aware of the new rules, right, one
18 pub crawl per establishment?

19 MR. BRAMSON: Yes.

20 MR. ALBERTI: What can you tell me about your
21 understanding with those establishments, the establishments
22 you have registered, anything --

1 MR. BRAMSON: I think the establishments are --
2 at least the ones I've spoken to are aware of the new
3 regulations, and we've informed them that we can't have
4 another incident like Halloween ever again.

5 On top of that, we know that we have contracts in
6 place with some bars that would only participate with us and
7 ended up going with a few other -- or one other company, and
8 that's what caused a lot of the issues. And I know the new
9 regulation states that there only can be one pub crawl per
10 day, or per that weekend -- estab -- well, establishment,
11 and, I believe, that weekend. So, you know, I believe that
12 the bars -- if that's the rule, they're only gonna sign
13 up -- there's only going to be one event that day. So they
14 only have the option to sign up with one company.

15 MR. ALBERTI: So what -- so what -- I mean, can
16 you tell me anything about your current negotiations? I
17 mean, I don't want to divulge all of the details of your
18 business, but can you tell me --

19 MR. BRAMSON: I see your point.

20 MR. ALBERTI: How -- how are you gonna resolve
21 this when -- when someone else has approached them and --
22 we've got another one coming up here, and I mean I -- I

1 don't want to sit here and waste everybody's time going
2 through the overlap, but there's -- there's more than two --
3 there's at least two that I see already with just a quick
4 review.

5 MR. BRAMSON: So to answer your question, we have
6 exclusivity with the bars. At the end of the day, just like
7 Halloween, they could break it, but -- but we won't ever
8 work with them again. That's a rule that we have now. We
9 could fine them. Honestly, that's not gonna do anything for
10 them. It's -- we're just not gonna work with them anymore.

11 MR. ALBERTI: So you're gonna sign up with
12 them -- you'll sign a contract with them, you'll have an
13 agreement with them potentially, and then just wait until
14 the last minute, and see whether they back out or not?

15 MR. BRAMSON: I mean, if we hear ahead of time
16 that they've signed up with somebody else, then we'll drop
17 them before that. I mean, we're not gonna wait until
18 afterwards. That causes more issues for -- for our guests
19 than anything else, and for us. So --

20 MR. ALBERTI: See, here's the potential problem,
21 and I don't -- I mean, the board needs to discuss this,
22 because you both could be given licenses for, let's say, the

1 Mad Hatter, and now you've advertised the Mad Hatter and
2 company X has advertised the Mad Hatter, and the Mad
3 Hatter --

4 I'll get to you in a moment. I just want to lay
5 out the dilemma here.

6 And then the Mad Hatter decides that they like
7 company X better, so that they post company X's license in
8 their establishment and they're fine. They're obeying the
9 rules. We can't -- we can't -- we can't fault them, right?
10 But now you've got it on your list, and everyone's showing
11 up at the Mad Hatter. How do we deal with that dilemma?

12 MR. BRAMSON: Personally, this is what
13 Arlington -- you know, we work with Arlington County very
14 closely, and one of the rules that they established was that
15 a bar -- only one bar crawl company per area. So whether
16 that -- whether it's U Street, DuPont, or Chinatown -- those
17 are three separate areas. You could have three bar crawls.
18 But the minute they cross over, it causes a mess for
19 everyone. I think Halloween --

20 MR. ALBERTI: Does that mean that there would be
21 no overlap of establishments in Arlington?

22 MR. BRAMSON: That would be no overlap because

1 there's no companies in the same area.

2 MR. LOPEZ: If the board only grants one license
3 just for the Golden Triangle neighborhood, you would have no
4 overlap. And that's what Arlington County does.

5 MR. ALBERTI: All right.

6 Mr. Puente, you wanted to add something?

7 MR. PUENTE: There's a pub crawl that the board
8 approved for Chinatown on March 12.

9 MR. ALBERTI: Yeah. But we also have one --
10 you -- your name's on here, so you might be aware. We have
11 an upcoming -- we have an upcoming at three p.m. One of our
12 next fact findings is for an event March 12, which includes
13 the Mad Hatter.

14 I don't know. Do you guys have the Sign of the
15 Whale on yours? I don't know.

16 MR. LOPEZ: We do not. No, sir.

17 MR. ALBERTI: No, but you have -- you have --
18 what else? You have the Front Page. You have -- there was
19 another one on here I saw. Irish Whiskey. You have Ozio.
20 I mean, the list goes on. I mean, so we have overlap. I'll
21 have to -- the board will have to figure this out. I'm not
22 sure -- I'm in a quandary. The board will have to deal with

1 that issue.

2 CHAIRMAN ANDERSON: Do we have any other
3 questions from board members?

4 MS. MILLER: I do.

5 CHAIRMAN ANDERSON: Ms. Miller.

6 MS. MILLER: Did we do questions of our
7 investigator yet?

8 CHAIRMAN ANDERSON: I'm sorry. Have we done
9 what?

10 MS. MILLER: Questions of our investigator yet.
11 Is it time to do that?

12 CHAIRMAN ANDERSON: People were asking questions.

13 MS. MILLER: Okay. Good.

14 CHAIRMAN ANDERSON: If you have a question for
15 him, go ahead and ask, please.

16 MS. MILLER: I want to ask you about the number
17 of participants, whether that sounds like a safe and
18 reasonable number, given the occupancy of the establishments
19 that are participating or --

20 MR. PUENTE: Yes.

21 MS. MILLER: -- and among other factors, the
22 sidewalks, etcetera.

1 MR. PUENTE: Yeah. Like I said last time, I
2 thought somewhere around the 25 to 2,900 was good from our
3 standpoint. I know we had issues during some of the other
4 pub crawls in December with overcrowding at some of the
5 establishments, which you guys will see the cases coming up
6 here shortly.

7 MS. MILLER: Right. So on that note, I don't
8 know if you have an opinion, if we're talking about, say,
9 2,600 here that that's okay with respect to this pub crawl.
10 Do you have a --

11 MR. PUENTE: I don't have an exact number --

12 MS. MILLER: Do you have an opinion whether more
13 could be added to that for a second pub crawl there --

14 MR. PUENTE: From my experience the last couple
15 of months, I think the 25 to 2,900 has been okay. But you
16 get some establishments, the more popular ones, that are
17 overcrowding and long lines and the security and bouncers
18 are trying to one person in, one person out so they're not
19 overcrowding.

20 MS. MILLER: Okay. So if I understand you
21 correctly, you mean 25 to 2,900 is okay, period, in the
22 area, that that would be just this one pub crawl.

1 MR. PUENTE: Yes.

2 CHAIRMAN ANDERSON: Do we have any other --

3 I'm sorry.

4 MS. MILLER: Okay. This is just a -- I'm just
5 going to throw this out but -- I don't know that you'll have
6 a good answer for this, but it kind of goes to Mr. Alberti's
7 quandary or whatever. If we find that we have a few pub
8 crawls to consider, whether you have an opinion as to
9 priority, whether you think it should be first one in the
10 door, whether you think it should be -- if you have another
11 opinion. You may not.

12 MR. BRAMSON: First one's good. I think -- I
13 think it's -- I mean, at this point because of everything
14 that happened on Halloween, it's kind of a per basis. You
15 have to kind of look at the companies and see, I mean,
16 history-wise -- I mean, I was here on the hearing before
17 when there was a company that, you know, had -- it was a new
18 company that jumped from 500 to thousands, and, you know, I
19 don't know if they're ready for that type of thing yet.

20 So I think it just depends on the company
21 specifically and what they've done in the past, and, you
22 know, how many times they've done a specific event and so

1 forth.

2 MS. MILLER: And here's my followup question.
3 Have you ever had the experience where you've been in a
4 neighborhood at the same time as another pub crawl and had
5 to -- and did or did not coordinate with the other pub crawl
6 organizer?

7 MR. BRAMSON: Yeah. When -- I think it was like
8 a few years ago when we had to coordinate with Snow Day, I
9 believe. I know we were going out for the same date, and we
10 actually -- I mean, we actually have a good relationship
11 with the Snow Day people now where we pretty much said, How
12 'bout you guys take this date and we take this date, rather
13 than try and call every single bar and say work with us.

14 MS. MILLER: Okay.

15 MR. BRAMSON: But yeah, Snow Day, we've
16 definitely had a conversation with them and just had a
17 win-win relationship.

18 MS. MILLER: But you all decided not to have it
19 the same day. You coordinated --

20 MR. BRAMSON: Right. They took one weekend, and
21 we took the other.

22 MS. MILLER: Okay.

1 Thank you, Mr. Chairman.

2 CHAIRMAN ANDERSON: Thank you. Do we have any
3 other questions?

4 Yes, Mr. Alberti.

5 MR. ALBERTI: I guess this really isn't related
6 to this, but I just found -- maybe the investigator could
7 speak to this. You know social media better than I do. But
8 I just found Cupid's Pub Crawl, the one we denied, is open
9 for sale on Groupon; is that correct?

10 MR. BRAMSON: Yeah. We were waiting to hear the
11 ruling. So now we will go ahead and refund everyone and let
12 them know. We would have done it right away, but we got
13 called up. We were waiting to hear the ruling on that.

14 MR. ALBERTI: Just curious. Thank you.

15 CHAIRMAN ANDERSON: All right. Well, thank you.
16 Hearing no more questions, thank you. We'll take this --
17 let me read the statement that we're gonna do, since we're
18 going to make a decision on the day of, but you'll -- you'll
19 get a decision hopefully before the day's over.

20 As Chairperson of the Alcoholic Beverage Control
21 Board for the District of Columbia and accordance with DC
22 Official Code Section 2574(b) of the Open Meetings Act, I

1 move that ABC board hold a closed meeting for the purpose of
2 seeking advice from our counsel on pub crawl application
3 Michael Bramson and Alex Lopez for the Shamrock Crawl, dated
4 March 12, 2016 and deliberate upon the pub crawl application
5 for Michael Bramson and Alex Lopez, the Shamrock Crawl for
6 the reasons cited in DC Official Code Section 2574(b)(13) of
7 the Open Meetings Act. Is there a second?

8 MS. MILLER: Second.

9 CHAIRMAN ANDERSON: Ms. Miller seconded the
10 motion. I will now take a roll call vote on the motion
11 before us now that it has been seconded.

12 Ms. Miller?

13 MS. MILLER: Approve.

14 CHAIRMAN ANDERSON: Mr. Alberti?

15 MR. ALBERTI: Approve.

16 CHAIRMAN ANDERSON: Mr. Short?

17 MR. SHORT: Approve.

18 CHAIRMAN ANDERSON: Mr. Anderson --

19 I'm sorry. Mr. Silverstein?

20 Oh, Mr. Anderson. The matter passed four, zero.

21 As it appears that the motion has been passed, I hereby give
22 notice that ABC Board will recess this proceeding to hold a

1 closed meeting in ABC conference room pursuant to Section
2 2574(b) of the Open Meetings Act. Thank you. You'll get a
3 decision shortly.

4 MR. BRAMSON: Thank you.

5 CHAIRMAN ANDERSON: All right. Thank you.

6 (Whereupon, the above-entitled matter was recessed.)

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